

The integrated administrative development region of polo Petrolina/PE - Juazeiro/BA and its creative cities

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Abstract — The creative city is one of the ways found by UNESCO to highlight new ways for cities to carry out their economic processes, related or applied in the routines of the regions. The objective of this study was to identify the characteristics that make the Integrated Region of Economic Development (RIDE) of the Petrolina Pole (PE) - Juazeiro (BA) a potential candidate for a vacancy in the select group of the Creative Cities Network - RCC of the United Nations Educational, Scientific and Cultural Organization (UNESCO). In addition, it was intended to point out the benefits of the insertion of the region in this network, which, among other objectives, seeks cooperation between cities, cultural, tourist, creative, economic development, and the reduction of social inequalities, through the Creative Economy. Thus, it is a qualitative, exploratory, descriptive, and bibliographical research, where for its development was used the systematic literature review (RSL) in order to meet relevant criteria. The main findings indicate that the RIDE region of Petrolina has characteristics and elements such as transport infrastructure and socio-environmental and cultural potential that can make it a hub of creative economic development.

I. INTRODUCTION

The world is going through major transformations caused by the advancement of technologies, where social inequalities grow, and jobs are reduced with the frequent replacement of man by machines. These changes have increased the need for reinvention of societies and ways to promote a sustainable world.

Brazil, despite being considered by many experts the first place in the world ranking of countries with greater natural beauty, is placed in a median position regarding the amount of foreign tourists, according to the World Economic Forum, position (RESENDE, 2019).

In this regard, registration is open annually for the Creative Cities Network (RCC) of the United Nations

Educational, Scientific and Cultural Organization (UNESCO). "The promotion of cooperative actions at the international level is one of the objectives of the CCR", in order to establish joint policies in which "The cities involved can interact in favor of creative investments aimed at urban development and sustainability, social inclusion and cultural dissemination" (MIRSHAWAKA, 2017, p.94).

Among the main benefits of the participation of cities in the program, we can mention the promotion of tourism, the strengthening of cultural activities, the protection of public goods, urban equipment, historical heritage, and the stimulus to the Creative Economy, conceptualized by Howkins (2013) as one of the measurements regarding the use of intellectual activities within the economic

environment. Also, according to Soete (2018), this economic methodology promotes a new observation of the market regarding the process of using resources in addition to those measured by products.

The Creative Economy in Brazil is not defined or measured consistently. The increased strategic awareness of the Creative Economy resulted in a plethora of approaches, notably in 2011, with the creation of the Creative Economy Secretariat (SEC), subordinate to the Ministry of Culture, that led to the development of the Creative Economy Secretary's Plan for the period 2011-2014. Within the federal government, the document was classified as an inter-ministerial plan, articulating various institutional partners, development agencies, bilateral and multilateral agencies (HOWKINS, 2013).

The RIDE of the Petrolina - Juazeiro polo is composed, in addition to the two cities, by Casa Nova, Curaçá and Sobradinho, in the state of Bahia; Lagoa Grande, Orocó and Santa Maria da Boa Vista, in the state of Pernambuco. It was established by Complementary Law 113/2001 and regulated by Decree 4,366/2002, with the aim of articulating and harmonizing the Union's administrative actions, States and municipalities to promote projects aimed at economic dynamization and provision of infrastructure necessary for development, on a regional scale (BRAZIL, 2015).

With a strategic location, RIDE serves as a link between different regions of the country and has a total area of 33,442 km² (BRAZIL, 2015). It is important to note that by law, only these cities are part of the RIDE, but in practice, about 50 cities, within a radius of 300 kilometers of the conurbated area of Petrolina-PE and Juazeiro (BA), depend on the region and vice versa.

Regarding the Integrated and Sustainable Action Plan of RIDE Petrolina - Juazeiro, prepared by the Ministry of National Integration, in 2010, the law of creation "privileges investment in resources for projects with emphasis on irrigation, water resources, tourism, agrarian reform, the environment, transportation systems, the rest related to basic infrastructure and job creation" (BRASIL, 2010, p. 27).

In order to enable economic development from the diversification of the systematic structure of organizations participate and share such objectives, RIDE promotes actions aimed at such scopes as a way to, together with the Federal Government, and the São Francisco and Parnaíba Valleys Development Company - CODEVASF, promote an internal performance capable of stimulating creative cities and coastal capitals. In this sense, "such advances represent a nature that promotes the development of these cities, based on the assumption that they must act to

strengthen these municipalities" (BRAZIL, 2010, p.40).

Regulated by Complementary Law 113/2001, in addition to Decree 4,366/2002, the Petrolina Polo RIDE includes eight municipalities that, through these laws, have their administrative activities maintained in articulation between the federative entities. In this context, there is a joint action between the municipal, state, and federal spheres, so that it can promote the development of infrastructure and economic-cultural diversification directed to the evolution of the respective regional projects (BRAZIL, 2015).

According to the Brazilian Institute of Geography and Statistics (IBGE), the population of RIDE, in 2010, was 686,410 inhabitants, spread across its eight municipalities (BRAZIL, 2010), this population, which has increased, being estimated at 779,351 inhabitants in 2017 (BRAZIL, 2018).

Considered a prosperous and innovative region, RIDE still finds it difficult to solve the problems that involve the common interests of the federative entities that make up, among them, the public transport system, public security, conservation of public goods, the protection of historical and cultural heritage and the promotion of the Creative Economy.

Thus, being the area object of this study, there is a great natural and cultural potential, which is little used by managers and the population of cities belonging to RIDE. Thus, we seek to problematize what the region has of attractions able to put it in a position to participate in the Creative Cities Network of UNESCO and what benefits can be enjoyed by the populations of cities in case of insertion.

Given this contextualization, this work aimed to demonstrate to managers and society in general of the cities belonging to the Integrated Administrative Region of Development (RIDE) of the Petrolina (PE) - Juazeiro (BA) the relevance of the application, as an Integrated Development Region, to the UNESCO Creative Cities Network. The objectives of the work are directly linked to the promotion of economic, social, and environmental sustainability and aligned with the Sustainable Development Goals (SDGs) of the United Nations.

Thus, it was intended with the study to list the natural, historical, and cultural characteristics of RIDE Petrolina - Juazeiro, able to present the benefits that the insertion of the region in the Creative Cities Network of UNESCO can bring to the population of cities belonging to RIDE.

Therefore, the results found in the research point out that one of the main ways to reduce social inequalities in

Brazil, reduce unemployment and promote sustainable development, is directly linked to the use of what the country has best, its people and its natural beauty, through tourism. Thus, the insertion of RIDE Petrolina - Juazeiro in the UNESCO Creative Cities Network represents a major advance in the constant search for regional development.

II. THEORETICAL FRAMEWORK

One of the main aspects that underpinned the study consists of a presentation of the main characteristics of the

economy in creative cities, promoting an evaluation of how economic directly, in the process of understanding a city as creative. The creative city is one of the ways found by UNESCO to highlight new ways for cities to carry out their economic processes, related or applied in the routines of the regions. Understanding that in locations where economic activities are promoted without the productive or industrial nature, through the intellectual actions of individuals are understood as a different form of economy. In Table 1, we describe some general information of the municipalities in the region of our object of study for the contextualization of this area as a possible creative region:

Table 1: General information of the municipalities belonging to RIDE Petrolina - Juazeiro

TOWNSHIP	KM ² AREA (2016)	POPULATION (2010)	ESTIMATED POPULATION (2017)	GDP R\$ (2015) GDP X 1000	GDP PER CAPTA R\$ (2015)
Casa Nova (BA, Brazil)	9.647	64.940	73.382	541.675	7.505
Curaçá (BA)	5.935	32.168	35.524	258.510	7.342
Juazeiro (BA)	6.721	197.965	221.773	3.131.076	14.241
Lagoa Grande (PE)	1.850	22.760	25.294	254.805	10.292
Orocó (PE)	554	13.180	14.794	154.974	10.728
Petrolina (PE)	4.561	293.962	343.219	5.533.900	16.670
Santa Maria da Boa Vista (PE)	3.000	39.435	41.652	471.365	11.415
Sobradinho (BA) Language	1.154	22.000	23.713	362.188	15.358
TOTAL	33.442	686.410	779.351	10.708.493	11.693*

Source: Brazil (2010, 2015, 2018, *online*). *Average.

A city can be understood as a set of social relations. Different societies and diverse groups within them tend to have very different social networks, so understanding that diversity is important. In many so-called favela removal projects, it is often assumed that better quality physical conditions in new public buildings or apartments would lead to improvements in social conditions, while the importance of social networks has been ignored (MEHEDFF, 2012). Thus, preserving social networks later became much more important for some residents than physically improved housing in less accessible places with less space for social relationships.

One of the theoretical contributions used as a basis for this research will be the book by Mirshawaka (2017), entitled Creative Cities. In it the author presents the results of a series of studies focused on creative cities in the world context, bringing, from a literature review on concepts,

applicability and elements of cities considered creative, to studies focused on the transformations that hundreds of world cities had to win their titles of Creative Cities.

In addition to the work of Mirshawaka (2017), scientific articles from the systematic literature review were used in the research, secondary data such as news published in the regional media, consultation of sites specialized in tourism, documents made available on the Internet, data, photographs, and documents collected during field data collection activities.

According to Lerner (2011), the creative city must know how to detect its problems in any order, study them, evaluate them and carry out the corresponding actions, and these, in turn, must be creative. All creativity presupposes a change that will respond to a project, and this is inscribed in a context. There is another way in which cities are defined and known as creative: to exploit their existing

resources or put their potential at stake. A city must not fail to value its history, its traditions, but must activate them in degrees of perfection and historical memory and, at the same time, through innovation, update its meaning, anticipate the future making memory of it.

In the view of Reis and Kageyama (2011), the so-called creative city is one that takes advantage of all aspects of society (culture, economy, innovation, opportunity) to promote profitable activities or a return to the point of social equilibrium. The author considers that it is one of the current ways to observe new opportunities within the business field, being an improvement in the process of products or services according to the intellectual aspect.

Among the main Creative Cities in the world, which are part of the RCC of UNESCO, one can mention: Fortaleza, Belém, Salvador, João Pessoa, Florianópolis, Curitiba, Brasília, Paraty, Santos and Belo Horizonte. All are Brazilian cities that due to the economy or business routine applied have become fundamental for the managerial or organizational forms of these cities are considered creative.

Creative cities benefit from their historical importance as a focal point, geographical and economic. According to the author, a creative city should be focused on establishing a process that ensures demographic integration and the stimulation of people and companies that care about issues such as cultural values, community, attention, justice, innovation, gender, racial and religious equity, thus generating a value-based economy (REIS, 2011).

In the conception of Florida (2012) the idea of the Creative City is the politics of the day, on everyone's menu, and launches some questions: What is there not to like? Who would like to be a 'creative city'? What if we can be the most outstanding creative city among so many others? In a world where many cities have suffered from deindustrialization or mass immigration, there has been a disbelief in the traditional economic bases to deliver on the promised; the desire of the majority is to attract the dwindling stock of mobile foreign direct investment and thus generate new jobs.

Creative cities in the modern world are typically organized around production systems marked by shifting interfirm networks and flexible labor markets of the types described above. These structures provide a foundation, essential for high levels of information generation and exchange and for frequent experimentation by individual companies in relation to industrial processes and products (REIS, 2017). The very fluidity of the economies of cities like these means that the companies

and workers that make them up are constantly in touch with each other in ways that help unleash diverse innovative energies.

One of the aspects most observed in the development process of a creative city consists in the cultural process, since these impact on the economic process of the region. For Silva (2012b), culture is one of the main contributors of creative economies, as promoting events within the cultural scope, a city can obtain financial stability or even evolve economically.

One of the main ways to evaluate culture as an economic instrument can be exemplified by the carnival of Rio de Janeiro, where much of the economic progress occurs along with the development of programs or carnival programs. Matos (2017), points out that the creative economy in the case of regions where cultural traits are expressive has been growing, promoting an opportunity for financial stability in many places.

Still addressing the creative economic aspects, it can be seen that gastronomy also enters as a way to promote a turnover of consumption linked to local culture, giving the cities an economic base considered stable (SANTOS; PINTO; THE WARRIOR, 2016). Gastronomy is an important cultural manifestation, in which cuisine is a symbol of culture, memory and the identity of a people, both that has been recognized as cultural heritage, which directly contributes to the process of valuing cultural tourism, as it offers unique experiences to tourists and collaborates in the permanence of regional cuisines (PIRES; QUEIROZ; RODRIGUES, 2013).

Reis (2008) also understands that gastronomy is beyond the kitchen, defined by him as an improvement in food, which went through the stage of cooking and reached a level of specialization never seen before. Food, an action of culture on food, would gain distance from nature as this transformation acquires greater complexity. The gastronomic practice expresses everyday life: labor, health, political moment, ideological conflicts, inflation, penury, bonanza, cultural heritage, and customs. Many people start to self-define themselves as vegetarians, carnivores, macrobiotics, among others.

Given the information presented can be verified that in the gastronomic market some processes are fundamental and must be properly observed by managers, as is the case of the menu and the particularities of the places where the enterprises will be established (RICHARDS, 2010).

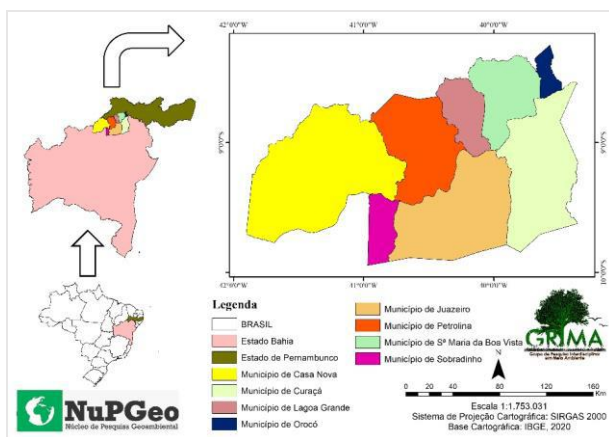
Thus, like the other activities performed, cooking requires certain care and certain practices in order to minimize, mainly, the commitment of the food or products used in the preparation of the dishes. There are many cases of people who have contracted diseases after eating

contaminated or poorly maintained food. It is worth mentioning that, according to the points presented by Vieira (2013) the economic conditions and procedures brought by the cities present all conditions or requests to be included in the identification process as creative cities.

III. METHODOLOGY

Geographic Location

The RIDE of the Petrolina - Juazeiro polo is composed, in addition to the two cities, by Casa Nova, Curaçá and Sobradinho, in the state of Bahia; Lagoa Grande, Orocoó and Santa Maria da Boa Vista, in the state of Pernambuco. It was established by Complementary Law 113/2001 and regulated by Decree 4,366/2002, with the aim of articulating and harmonizing the Union's administrative actions, States, and municipalities to promote projects aimed at economic dynamization and provision of infrastructure necessary for development, on a regional scale (BRAZIL, 2015).



Map 1: Cities that make up the RIDE

Source: Research Data (2022)

Regarding the objectives, this study can be considered descriptive, in the case of concepts rescued on the theme of Creative Cities and Creative Economy; is also informative, while one of its objectives is to inform managers and the population belonging to the RIDE Petrolina - Juazeiro the possibilities and benefits of the region participate in the Creative Cities Network of UNESCO and can be considered as qualitative.

The first step in the construction of the study was to conduct a bibliographic survey on the UNESCO Creative Cities Network and the characteristics that give cities this status.

After the stage of concepts and norms, other secondary research was carried out on websites and newspapers about participation in the Network and examples of cities that had great transformations in their social context through creativity.

The third step was to conduct a Systematic Literature Review (RSL) on the subject, addressing scientific articles published between 2015 and 2020, focusing on Brazilian Creative Cities, in order to fulfill the proposed objectives for the study.

As for the articles of the Systematic Literature Review (RSL), Van Wee and Nanister (2015) apud Loureiro et al. (2016) highlight that "they are useful for both researchers and readers for providing an overview, updated and structured of a specific area of knowledge". For RSL, SciELO platform and Google Scholar were used.

In the databases we followed the following steps, first, was accessed the research area of the platform, where the keywords "Creative City" were used in the field "with all words", in quotation marks, was marked the field "anywhere in the article" and the fields "include patents" and "include citations" were cleared, totaling a number of 1,640 works.

As exclusion criteria were used publications prior to 2015 and published in a language other than Portuguese, resulting in a new number of 891 works. The next step was the marking of the field "in the title of the article", in order to accurately research the actions directed directly to the theme, resulting in 46 works.

The next step was to read the titles and abstracts of the works selected so far, excluding the different materials of scientific articles, which were not linked to the experiences of Brazilian cities with the UNESCO Creative Cities Network, resulting in 5 articles.

Table 2: Criteria used in the Systematic Literature Review

ORDER	EXCLUSION CRITERIA	NUMBER OF SELECTED PAPERS
1°	The advanced search area of the platform was accessed, where the keywords “Creative City” were used in the field “with all the words”, between quotation marks, the field “anywhere in the article” was marked and the fields “include patents” and “include citations”.	1.640
2°	Excluded publications prior to 2015 and published in languages other than Portuguese (because the research focuses on the applicability of genuinely Brazilian experiences).	891
3°	Marking of the field “in the title of the article”, in order to search with accuracy, the actions directed directly to the theme.	46
4°	Reading the titles and abstracts of the works selected so far, excluding the different materials of scientific articles and that were not properly linked to the experiences of Brazilian cities with the UNESCO Creative Cities Network.	5

Source: Research data (2021).

The Systematic Literature Review (RSL) aimed to bring an up-to-date character to the study, including contributions from recent publications (from the last 5 years) and that were in accordance with the objectives of this study. Table 1 shows the list of papers, organized by year, title, authors, type, source and Qualis CAPES:

Chart 1: List of articles used in the Systematic Literature Review

TITLE	AUTHORS	YEAR	SORT	FOUNTAIN	QUALIS
History of the city of Juazeiro da Bahia	COSTA, Rosy	2015	Article	SciELO	i
In the San Francisco Valley, Census Agro collects data of fruits that win the world.	LIMA, Alana	2017	Monograph	SciELO	i
Creative cities: talents, technology, treasures, tolerance. Vol. 1.	MIRSHAWAK, Victor	2017	Book		

Source: Research data (2021)

The data analysis was performed in a qualitative way contextualizing the results found with the objectives of the study, always considering the regional aspects that served to guide researchers on the practical applications of the study in the RIDE of the Petrolina - Juazeiro pole.

According to Closs and Oliveira (2014), regional issues are the main impactors when dealing with economy and creative city, giving an even greater success to the work or enterprise developed in the intellectual field. Therefore, we highlight which instruments or business processes are highlighted, within the vision of UNESCO, as relevant methodologies for creative cities.

IV. RESULTS AND DISCUSSIONS

THE CREATIVE POTENTIAL OF RIDE PETROLINA CITIES - JUAZEIRO

Irrigated fruit growing

The Region is a pole of technological development of irrigated fruit growing, becoming the largest exporter of fruit in the country (BRAZIL, 2015, online). The planting and harvesting of fruits are carried out, for the most part, in the various Irrigation Projects (IP) spread throughout the territory of the municipalities belonging to RIDE, demonstrating a great financial and social importance of rural areas. According to CODEVASF data:

In economic terms, in 2016, the most significant results of the Gross Value of Production were the IP Senador Nilo Coelho

(R\$ 1.39 billion), Curaçá (R\$ 135 million), Maniçoba (R\$ 116 million), Tourão (R\$ 101 million), Bebedouro (R\$ 44 million) and Mandacaru (R\$ 9 million). It is estimated that these irrigation projects currently generate around 81,000 indirect jobs and 54,000 direct jobs, totaling 135,000 jobs in 2016 (LIMA, 2017, s.p. online).

The generation of jobs provided by irrigated fruit farming fixes residents in the region and attracts outsiders in search of job opportunities. It is estimated that, only in the Irrigation Projects of the region, more than 130 thousand direct and indirect jobs are generated. Still according to estimates of the year 2010, more than 20 thousand jobs are generated by fruit growing irrigated outside the PIS (BRAZIL, 2010).

In addition to the generation of jobs and the development caused by irrigated fruit growing, the local population can benefit from the quality of fruits produced and sold at fair prices at fairs and supermarkets in the region, raising the quality of life of the RIDE population.

The wine growing pole

Recently, RIDE Petrolina - Juazeiro became the second winegrowing pole in Brazil, with annual production of 7 million liters of wine or 15% of national production. Of this percentage, 30% are fine wines, awarded nationally and internationally, produced in the eight wineries installed in the municipalities of Lagoa Grande-PE, Santa Maria da Boa Vista-PE, and Casa Nova-BA (BRAZIL, 2015, online).

It is important to highlight that none of the wineries installed in the region operate in the cities of Petrolina-PE or Juazeiro-BA, reinforcing the idea that all cities belonging to RIDE are of great importance for regional development. It is also added that, in addition to the wines and sparkling wines produced and sold for the domestic and foreign markets, these cities increase the economy of RIDE with trade, tourism and related products.

The transport infrastructure

RIDE has the infrastructure of the Petrolina International Airport, the São Francisco River Waterway, with Sobradinho Lake (one of the largest artificial lakes in the world) and has a road connection with the main capitals of the Northeast (BRAZIL, 2015). Being cut by the BRs 122, 235 and 407, which also give access to other important highways in the country, the region concentrates great movement of vehicles on the bridge President Eurico Gaspar Dutra, which connects the cities of Petrolina-PE and Juazeiro-BA, reaching a daily traffic of 38 thousand vehicles (BRAZIL, 2010).

The Senador Nilo Coelho Airport was created in 1941 and its works ended in 2004 (BRAZIL, 2010, p. 95). In addition to representing another major axis of development through the rapid displacement of passengers, it passes through it much of the region's fruit production, exported to Africa, Asia, Europe, and North America. According to Neves (2016, online) the airport has the second largest runway in the Northeast region, with 3,250 meters long and capacity to receive large cargo aircraft, such as the Boeing 747-400, which can transport more than 100 tons at once, with autonomy for 13 hours of flight.

The medical-hospital pole

The health area also deserves special mention in RIDE Petrolina - Juazeiro, as it attracts thousands of patients from various cities in the region daily, in search of public and private health networks. In addition to generating thousands of jobs, it captures investments and contributes to improving the quality of life of the population.

According to the Brazilian Hospital Services Company (EBSERH) (2018, online), the Petrolina University Hospital is the largest hospital unit of RIDE and serves as a reference for an approximate population of 2,068,000 inhabitants spread over 53 municipalities in the states of Pernambuco and Bahia. Together with the HU Polyclinic, they are part of the Unified Health System (SUS) and are fields of study for health courses coming not only from the Federal University of Vale do São Francisco, but also from other higher education institutions and technical health schools in the region.

According to the Integrated Action Plan of RIDE Petrolina Juazeiro (BRAZIL, 2010, 108), in 2007, the region already had 25 hospital units and 1,160 hospital beds, with about 86% of these beds located in the cities of Petrolina-PE and Juazeiro-BA.

The educational pole

Education is one of the main axes of RIDE development and attracts students from different regions of the country. The region stands out for the amount of vacancies offered in public and private institutions of high school, technical, higher education and the quality of courses attested by the Ministry of Education (MEC). Meeting the demands of public transport for all this student public demands a harmony between the government, operators, and users of the public transport system.

Among the main universities located at RIDE, the following stand out: the Federal University of the São Francisco Valley (UNIVASF), the Faculty of Applied Sciences of Petrolina (FACAPE) and the campus of the University of Pernambuco (UPE) and Bahia State

University (UNEB) based in Petrolina and Juazeiro, respectively. The Federal Institutes of Science and Technology (ifs) are also present in the region offering high school, technical, short-term vocational, undergraduate, and graduate, *lato* and *stricto sensu*, as well as numerous private colleges.

The region also has a wide range of technical and vocational courses. The "S" System, defined as "the set of organizations of corporate entities focused on professional training, social assistance, consulting, research and technical assistance, formed by an entity that, in addition to having its name started with the letter S, have common roots and similar organizational characteristics" (BRAZIL, 2018, s.p., online), trains professionals for the labor market. Institutions such as the Brazilian Service of Support to Micro and Small Enterprises (Sebrae), the National Service of Industrial Learning (Senai), the Social Service of Commerce (Sesc), the Social Service of Industry (Sesi), the National Service of Trade Learning (Senac) and the Social Service of Transport (Sest), offer, in addition to vocational courses, health services, education, sport and culture to the community in general.

The cultural and heritage wealth

Throughout the year, there are important cultural events in all cities of RIDE, ranging from religious events to popular festivals, especially the feast of Our Lady of the Grotto and Carnival in Juazeiro-BA; the feast of Saint John in Petrolina-PE; the Grape Festival in Lagoa Grande-PE; the Festival of the Cowboys and the pilgrimage to the Cave of Patamuté, in Curaçá-BA; the Serenade of Saudade in Santa Maria da Boa Vista-PE; the Orocó-PE Cultural Festival; the Forró do Vaqueiro, in Sobradinho-BA; and, the Interior Party, in Casa Nova-BA. Such celebrations, in addition to moving the local economy, help to publicize the cities and maintain a regional identity.

The Juazeiro Carnival was made official in 1914 (COSTA, 2015), with great artistic presentations, street blocks and electric trios, represents part of the Bahian culture in the form of a party. The São João de Petrolina-PE, held every June, also receives attractions at the national level and usually drags crowds to the courtyard of events Ana das Carrancas. The Vaqueiros Festival of Curaçá-BA involves religiosity, party, and regionalism, providing a true immersion in the northeastern culture.

The region is also full of material cultural heritage. Churches, museums, theaters, event centers, sculptures and statues help beautify cities and attract tourists. The Raul Coelho theater, in the city of Curaçá (BA), founded in the nineteenth century, in full activity to the present day, is a symbol of local history (CARVALHO, 2011, online).

More vocations to the Creative Economy (EC)

The Creative Economy has become a great alternative for cities to develop using their natural wealth and human talents. In all RIDE cities, we can identify the exploration potential of the Creative Economy, but unfortunately in many of them, managers and population have not yet specialized to take advantage of its full potential.

Mirshawaka (2017) details the characteristics that can make a city be considered creative, and all of them covered by the Law of creation of RIDE Petrolina - Juazeiro have the potential to give this status to the region. Among them, we can mention: tourism, the potential for generating energy produced from renewable sources, corporate events held in the region, food engineering, among others.

Tours of wineries and grape vineyards, the various river islands along the São Francisco River, the dunes of Casa Nova-BA, the various archaeological and historical sites, the farm hotel located in Curaçá-BA or even the (fruition) the sunset in the 800 meters of the boat crossing between the cities of Petrolina-PE and Juazeiro-BA, make tourists fall in love and spend the region.

Lake Sobradinho is another important vector of regional development. With more than 300 km long by 20 km wide, provides a wide variety of economic activities ranging from passenger transportation to electricity generation (BRAZIL, 2010, online). Thanks to him, the region has become a major producer of energy generated through renewable sources. According to the São Francisco Hydroelectric Company - (CHESF, 2016, online), the Sobradinho Hydroelectric Plant, operating since 1979, has installed power of 1,050,300 kW and is responsible for about 7% of the supply in the Northeast region.

Recently, the lake has received great investment for the installation, in a pioneering way, of the Floating Photovoltaic Plant of the Sobradinho Reservoir. According to CHESF (2018, online), in the first phase of implementation 7,300 solar panel modules were installed, at a cost of 13 million reais, providing an installed capacity of 1 MW peak (MWp).

These characteristics may well include the cities belonging to RIDE in the Network of Creative Cities - RCC of the United Nations Educational, Scientific and Cultural Organization (UNESCO) inclusion that depends on the political will of managers and some adjustments of legislation and structures.

It is worth considering that these are just some of the attractions of the cities of the RIDE Petrolina - Juazeiro pole. The commerce, the nightlife, the relative tranquility of the cities and the hospitality of its people, also usually attract many visitors and new residents to the region.

THE BENEFITS OF THE INCLUSION OF RIDE IN THE UNESCO RCC NETWORK

Considering all the characteristics of RIDE listed in the previous subsection, there is a great potential for framing the region in the UNESCO Creative City Network.

Among other benefits, inclusion in the Network could:

- promote tourism and consequently increase the number of jobs;
- encourage information sharing and cooperation between cities belonging to RIDE;
- ensure that public managers and the public give more value to public goods and urban facilities;
- encourage the protection of natural assets;
- bring investments to the region;
- to disseminate and enrich regional culture through exchanges with other cities and other countries;
- strengthening regional ties; and,
- increase the capacity of incentives to the Creative Economy.

Therefore, we consider that the development of coordinated actions between the cities belonging to RIDE and the promotion of public policies in the region can be fundamental for the consolidation of the region as a creative area, due to the various characteristics that have already been listed previously.

V. CONCLUSION

With this study we were able to obtain an initial understanding of our object of study, as well as have a deeper insight into the research problem chosen in this work. We can verify that RIDE has attractions that were listed and contextualized according to the vocations necessary for the insertion of cities in the Creative Cities Network of UNESCO.

The results of the work may serve as a basis for the development of several studies focused on the Creative Economy and sustainable development in the RIDE region, as well as to raise awareness of its role as fiscal and responsible for this transformation, since RIDE presents characteristics of the economy in creative cities.

Among the obstacles to creativity and sustainability, we can mention the political and power disputes between authorities belonging to the various federal entities that make up the RIDE, it is essential to have an educational work with the whole society in order to absorb the philosophy of the Creative Cities.

As an extension of studies and actions, it is intended to deepen the readings on the subject, develop new scientific articles and disseminate among the academic community, public managers, and society, in general, the ability to transform the Creative Economy.

Finally, another lesson learned during the construction of the study was that, as much as a city or region seems to be in full development, there will always be room for innovation and construction of integrated actions capable of fostering creativity and sustainability.

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